

REDKEN

2024

EDUCATION

MENU

EDUCATION GUIDELINES

2024 REDKEN EDUCATION

EARNED EDUCATION BENEFITS

2024 EARNED EDUCATION BENEFITS

Redken Purchases	\$3K - \$15K	\$15K - \$40K	\$40K+	Redken Black Level Salon
Master Class* Live Streaming Watch Party Class with Redken's top Artists and Influencers (Coupon Code on Level Loyalty Redemption Site) Class Value: \$350	2 Programs	2 Programs	2 Programs	Customized Education Plan by the Redken Brand EEM
In-Salon Class Available on Level Loyalty Site Search "Earned Education" All Earned Education classes will be taught by RE or Local Tier 1 • If no availability of RE, a local Tier 1 Artist will be assigned to the class. If there is no Local Tier 1 or RE available, the class will automatically convert to a <u>Live Streaming Class</u>. Class Value: \$550	*Ask your sales consultant on how to sign up for Cluster Class	1	2	
	\$700+ Value	\$1250 Value	\$1800 Value	

2024 EARNED CLASS MENU

Choose from any class below

PRINCIPLE BASED LOOK & LEARN CLASSES	HAIRCOLOR – FINISH LOOK & LEARN CLASSES	WEALTH BUILDING LOOK & LEARN CLASSES
- Principles of Science and Bonding - Principles of Haircolor - Principles of Foil Placement - Principles of Finishing	- All Haircolor Product Knowledge (Based on Brand Choice) - Shades EQ Toning Perfected - Balayage! - Blur, Smudge, Melt, Tone - Signature Blow-Dry	- Principles of Consultation - Retail (Use – Teach - Sell)

*MASTER CLASS SCHEDULE:

Live Streaming Class with Redken's Top Artists & Influencers

1/18/24: LIQUID DOMINATION – Phillip Forresto
 2/15/24 SILVER STRONG – Sean Godard
 3/21/24: COLOR GELS 10 – Adriene Dara
 4/18/24: COLOR GELS OILS BIRTHDAY – Lori Zabel
 5/16/24: CURLS AND COILS Lindsey & Leysa
 6/20/24: 1001 BLONDES – Geroge Garcia

7/18/24: COLOR GELS OILS NEW SKUS
 8/22/24: SHADES EQ + ECO BOX – Adriene Dara
 9/1/24: SHADES EQ MAX
 10/1/24: WARM IT UP
 11/7/24: EXPRESS SERVICES

2024 REDKEN EDUCATION

EARNED EDUCATION MENU & GUIDELINES

**SALON-
CENTRIC APP
FOR
EDUCATION**



**L'OREAL
ACCESS
VIDEO**



**LIVE
STREAMING
WEEKLY
CLASSES**



**LEVEL
LOYALTY
CLASSES**



GUIDELINES FOR ALL REDKEN IN-SALON CLASSES

IN- SALON CLASS GUIDELINES

A minimum of 2- 3 classes per day (in 1 area) booked for any Local Tier 1 Artist or RE

- **Class times @ 9:00am – 1:00pm – 4:00pm only**
- Minimum Attendance for private In-Salon Class is 7 people
- Minimum Attendance for group Cluster Class is 15 people

All In-Salon Classes are facilitated by (RE) Regional Educator.

- If no availability of RE, a local Tier 1 Artist will be assigned to the class.
- If there is no Local Tier 1 or RE available, the class will automatically convert to a Live Streaming Class.

OTHER OPTIONS FOR IN SALON EDUCATION

Option 1:

- Salons can use their Level Loyalty Points to purchase desired class with Level Points + Credit Card

Option 2:

- Gift Points on Level Loyalty
- 2 or more salons split Level Loyalty points.
- Salons can gift points to each other.

2024 REDKEN EDUCATION

LEVEL LOYALTY PURCHASE - MENU

Redken offers the entire education class menu on the **LEVEL LOYALTY REWARDS** website to allow salons to purchase classes using their Level Loyalty Reward Points.

FOUNDATION	SIGNATURE	PRINCIPLES	ADVANCED
PRODUCT KNOWLEDGE: • Redken Haircolor Collection • Shades EQ Gloss • Shades EQ Cream & Cover Plus • Shades EQ Bonder Inside • Blonde Idol • Lightener • Color Camo • Color Fusion • Color Gels Lacquers • Color Gels Lacquers: 10 Minutes • Color Gels Oils • Redken Brews • Haircare • Styling	• Balayage! • Custom Coverage Techniques • Express Highlighting • Shades EQ Gloss Toning Perfected	PRINCIPLES OF: • Blonding • Foil Placement • Haircolor • Haircolor Correction • Science & Bonding • Consultation • Design • Clipper Cutting • Finishing • Formulation Day	• Blonding Techniques: <i>Seasonal Trends</i> • Haircolor Techniques: <i>Seasonal Trends</i> • Color Emergency • Shades EQ Creative Formulas and Placement
DESIGN	FINISHING	WEALTH BUILDING	TRAIN THE TRAINER
Design Techniques: <i>Seasonal Trends</i> Design Suitability Clipper Cutting Perfected	Finishing Techniques: <i>Seasonal Trends</i> Signature Blow Dry Blow Dry Boot-Camp Textured Hair Styling	Salon Emotion Suite Emotion Step Up! Referral: <i>Promoting Referral Business</i> Retail: <i>Use, Teach, Sell</i> Retention: <i>The Perfect Clientele</i> Re-Booking: <i>Power Booking</i> Social Media Obsessed Why Be Part Of It!	Train The Trainer-Haircolor Train The Trainer-Design Train The Trainer-Barbering Train The Trainer Finishing Train The Trainer-Facilitation

Classes can be purchased using Level Loyalty Reward Points
Hands On Classes start at 86,670 Level Points

2024 REDKEN EDUCATION

NEW USER KITS - EDUCATION

SALON PURCHASES	PURCHASE QUALIFICATION	EDUCATION OPPORTUNITIES
SHADES EQ (1) NEW USER KIT PER ACCOUNT #	STYLIST AND SALON OFFERS	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES
	SALON PURCHASES 'MEGA' SALON OFFER + ADDITIONAL PURCHASE OF \$550+ OF OPEN STOCK HAIRCOLOR	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON LOOK & LEARN CLASS (1) FORMULATION DAY ** WITH RE
HAIRCOLOR - COLOR FUSION - COVER FUSION - COLOR GELS LACQUERS - COLOR GELS OILS - COLOR GELS 10 MIN - ALL LIGHTENERS (1) NEW USER KIT PER ACCOUNT # OR CONVERSION	STYLIST AND SALON OFFERS	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES
	SALON PURCHASES 'MEGA' SALON OFFER + ADDITIONAL PURCHASE OF \$550+ OF OPEN STOCK HAIRCOLOR	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON LOOK & LEARN CLASS** (1) FORMULATION DAY ** WITH RE
HAIRCARE (Only) \$1000+ INTRO (1) NEW USER KIT PER ACCOUNT #	SALON MUST PURCHASE \$1000 OPEN STOCK STYLING OR (2) LARGE INTROS @ \$500 Each	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON RETAIL / HAIRCARE PK** LOOK AND LEARN ** WITH RE
STYLING (Only) \$1000+ INTRO (1) NEW USER KIT PER ACCOUNT #	SALON MUST PURCHASE \$1000 OPEN STOCK STYLING OR (2) LARGE INTROS @ \$500 Each	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON "STYLING" LOOK AND LEARN ** WITH RE
LARGE NEW PARTNERSHIP SALONS (\$50K+ Potential)	ALL REQUESTS FOR LIVE IN-SALON CLASSES MUST BE APPROVED BY REDKEN EDUCATION AND REDKEN SALES TEAM. Customized Conversion Education Strategy Plan by Redken EEM for Salons with potential \$50,000+ in total purchases. All classes taught by Brand Regional Educator (RE) or Brand supplied Tier 1 Local Artist in territory	

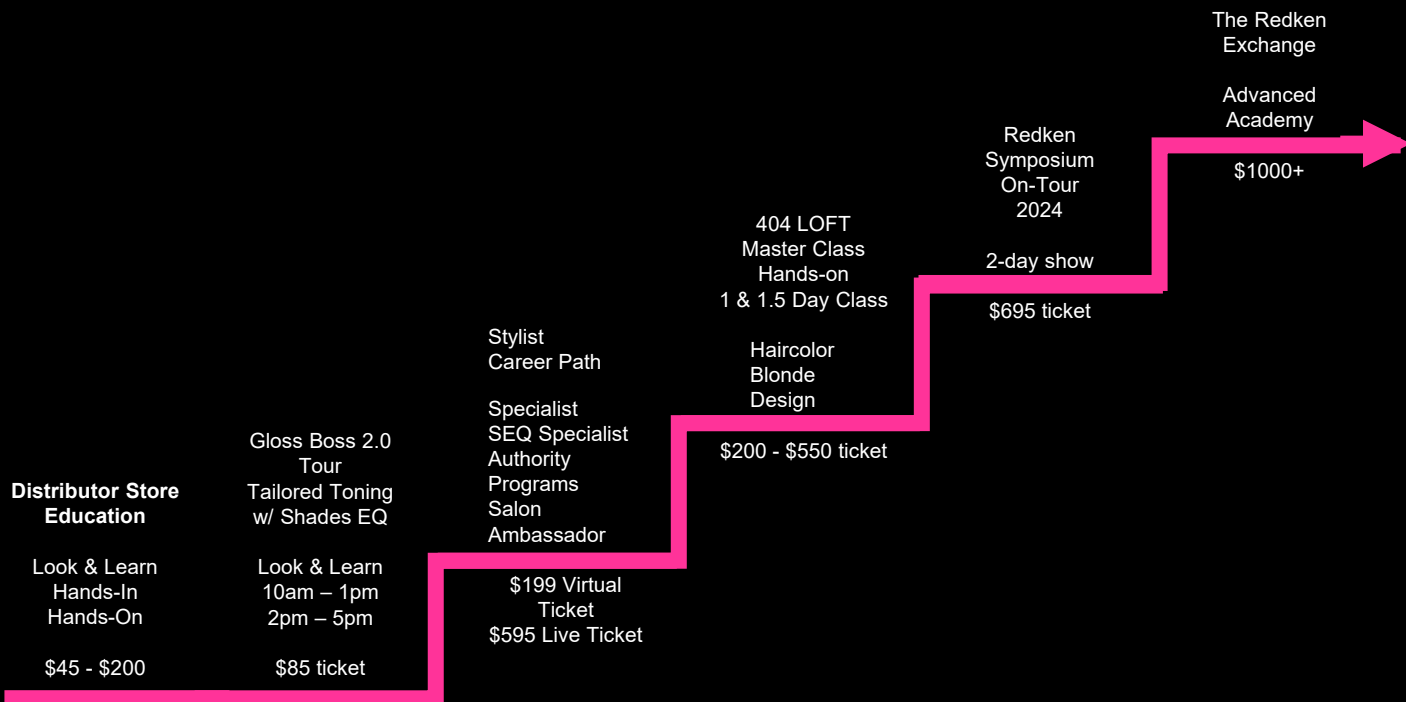
*** Formulation Day is facilitated by (RE) Regional Educator. If no availability of RE, the Brand will assign a local Tier 1 Artist. Class will be Live Streaming with RE if no local Tier 1 Artist.

 (1) New User Kit Per Account #
 9am – 1pm – 4pm

REDKEN
 5TH AVENUE NYC

Redken Education Strategy

Ticketed Events



Redken Symposium On Tour

NashVegas June 23rd & 24th, 2024



BE A PART OF IT!

JUNE 23 - 24 2024 NASHVILLE

TICKET PACKAGE PRICING AND PAYMENT PLANS

**LEARN BETTER
EARN BETTER
LIVE BEST**

EARLY BIRD TIER 1

OCT 15 - DEC 15, 2023

PAYMENT PLAN:

\$100 NON-REFUNDABLE DEPOSIT

\$450 BALANCE DUE BY MARCH 15, 2024

\$550

FULL PRICE TIER 1

MAR 16 - MAY 31, 2024

PAYMENT PLAN:

\$300 NON-REFUNDABLE DEPOSIT

\$395 BALANCE DUE BY MAY 30, 2024

\$695

EARLY BIRD TIER 2

DEC 16, 2023 - MAR 15, 2024

PAYMENT PLAN:

\$150 NON-REFUNDABLE DEPOSIT

3 X MONTHLY PAYMENTS OF \$150 DUE BY MARCH 15, 2024

\$600

FULL PRICE TIER 2

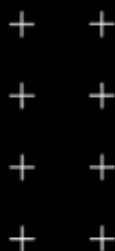
JUNE 01, 2024 ONWARD

FULL PAYMENT AT REGISTRATION

\$695

2024 REDKEN EXCHANGE

Calendar of Classes



DATE	CLASS	TIME	TUITION
FEB 5-8	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
FEB 5-8	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
MARCH 4-6	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
MARCH 11-12	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
MARCH 25-27	BROADWAY EXPERIENCE	9AM – 5PM	\$1000 OR 66,670 LLP
APRIL 8-10	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
APRIL 8-9	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
AUGUST 5-8	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUGUST 5-8	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUGUST 26-28	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
SEPT 16-17	DESIGN MASTERCLASS	9AM – 5PM	\$595 OR 39,670 LLP
SEPT 16-18	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
SEPT 23-25	NYC EXPERIENCE	9AM – 5PM	\$1000 OR 66,670 LLP
OCT 7-8	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
OCT 21-24	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
OCT 21-24	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
OCT 28-30	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
NOV 4-6	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
NOV 4-5	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP



2024 IN-SALON GUIDELINES

CLASS SUPPORT ARTISTS:

IN-SALON “HANDS-ON” OR “HANDS-IN”:

Redken Artist can facilitate classes up to 18 Attendees.

Classes over 18 attendees will need (1) additional Artist Support for each group of 18 people.

IN-SALON “LOOK & LEARN” CLASSES:

Redken Support Artist is needed for groups of more than 30 Attendees for Look & Learn Classes

LIVE STREAMING LOOK & LEARN CLASSES:

(1) Support Artist for every 20 Attendees.

LIVE STREAMING HANDS-ON OR HANDS-IN CLASSES:

(1) Support Artist for every 20 Attendees.



UNLIMITED WEEKLY Live Streaming CLASSES:

SCAN THE QR CODE to view the entire Newsletter

[Redken Education Newsletter Link](#)

2024 CLASS DETAILS

CLASS SUPPORT & SUPPLIES

REDKEN SUPPORT ARTIST:

If Support Artist(s) is needed for size of class attendees, additional support can be booked on Level Loyalty Rewards site.

IN-SALON PROGRAM SUPPLIES:

Salons are responsible for all working products and stylist / facilitator mannequins indicated by Educator.

Class Name:

REDKEN HAIRCOLOR COLLECTION

Class Description: The leader in professional haircolor invites you to explore the full portfolio of Redken haircolor. Get the answers to all of your burning questions about Shades EQ, Color Fusion, Color Gels Lacquers and Color Gels Oils. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

Top 3 Class Takeaways

- Understand the positioning and Label for all haircolor Brands; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn new Techniques to solve everyday problems and build confidence in selecting the right product for each challenge.
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

SHADES EQ GLOSS AND COVER PLUS PRODUCT KNOWLEDGE

Class Description: Shades EQ Gloss Product Knowledge:

This class is designed to provide an in depth understanding of all the great benefits Shades EQ brings to the table! This easy to use, ammonia-free, deposit-only hair color provides the versatility to refresh, tone, enhance, add shine, and blend gray. Shades EQ offers it all! **Cover Plus Product Knowledge:** You will discover how Shades EQ Cover Plus works to help you deliver permanent results for the client that does not want to commit to permanent hair color.

Shades EQ offers an expanded palette to achieve the hottest looks off the press.

Top 3 Class Takeaways

- Understand the SEQ Gloss Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

SHADES EQ GLOSS BONDER INSIDE PRODUCT KNOWLEDGE

Class Description: Shades EQ Gloss Bonder Inside Product

Knowledge: This class is designed to provide an in depth understanding of how to strengthen and condition at the same time.

Designed for post-lightening services, see how to tone and bond in one step and balance porosity with no added bonder necessary

Top 3 Class Takeaways

- Understand the Label; Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:
COLOR GELS LACQUERS PRODUCT KNOWLEDGE

Class Description: Color Gels Lacquers Product Knowledge:
Redken's Color Gels Lacquers goes beyond grey coverage. Learn about the Select Dye System, formulation tips, superior shine, UV protection, fashion forward shades, all in a low ammonia formula

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Gels Lacquers** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:
COLOR GELS LACQUERS 10 MINUTE COLOR PRODUCT KNOWLEDGE

Class Description: Color Gels Lacquers10 Product Knowledge:
Redken's Color Gels Lacquers 10 Minute Processing Liquid Color uses high-kinetic dyes for fast root saturation. This revolutionary product will help those looking for Express options and full schedule flexibility.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Gels Lacquers** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:
COLOR GELS OILS PRODUCT KNOWLEDGE

Class Description: Color Gels Oils Product Knowledge:
Color Gels Oils is a new, revolutionary Permanent Haircolor in the Redken Haircolor portfolio. Don't just cover gray-rejuvenate them! Ammonia free and Fragrance free with 100% coverage in every shade

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Gels Oils** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

COLOR FUSION PRODUCT KNOWLEDGE

Class Description: Color Fusion and Cover Fusion Product

Knowledge. This class is designed to help provide an understanding of the many ways to utilize this full palate, modernized with Redken's Carmin'R, Rubilane and R5 technology, and C- Lock Technology, for 8 weeks of "coolness".

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Fusion** Label; the American Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction.

Class Name:

BLONDE IDOL PRODUCT KNOWLEDGE

Class Description: Blonde Idol Product Knowledge: This class is designed to help provide an understanding of Redken's Blonde Idol portfolio and achieving the ultimate blonde shade for every client!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Blonde Idol** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

LIGHTENER PRODUCT KNOWLEDGE

Class Description: Lightener Product Knowledge: This class is designed to help provide an understanding of Redken's Lightener portfolio and achieving the ultimate blonde shade for every client!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the Redken Lightener Portfolio, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

COLOR CAMO PRODUCT KNOWLEDGE

Class Description: Color Camo Product Knowledge:

This class is designed to help provide an understanding of Redken's Color Camo and achieving the ultimate male gray blending services for every client!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the Color Camo portfolio, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

REDKEN HAIRCARE PRODUCT KNOWLEDGE

Class Description:

SPECIFIC NEEDS. We have the prescription.

We have a product to cater to every hair need with state of the art technology for all types of hair. Grow your business by recommending the proper hair care at home regimen, and additional back bar and chemical services to provide long-lasting color results and ultimate condition! You will learn how to position each regimen in our haircare segments and provide your client with a top-quality salon experience!

Top 3 Class Takeaways

- Learn an overview of Redken Haircare and current innovations
- Provide simple solutions, to meet the specific needs of clients to build loyalty and customize your client's care regimen
- Increase revenue through Redken's Principles of Consultation

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

REDKEN BREWS PRODUCT KNOWLEDGE

Class Description: With a rapidly growing market in Men's grooming, we have a complete haircare segment suited for every type of man.

Each product offers advanced technology and a simplistic system to choose his perfect styling product. Learn the results and control levels of each product to serve your male clientele.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Introduction to Redken Brew's Products
- Learn how to meet the needs of your male clients by customizing their at-home haircare regimen.
- Increase revenue by providing products for the male client through effective Principles of Consultations

Class Name:

REDKEN STYLING PRODUCT KNOWLEDGE

Class Description: STYLE CONFIDENTLY WITH REDKEN STYLING.

Redken says it all from the runways, to the streets and in your salon.

This class details our “must have” styling portfolio and a few finishing hot tips to put in your bag of tricks.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken’s core values, overview of current innovations, looks, and styling product offerings
- Learn the power of customization , to build client loyalty and customize your client’s styling regimen
- Increase revenue through Redken’s Principles of Consultation

Class Name:

BALAYAGE!

Class Description: Learn the 3 essential techniques of Balayage:

Classic, Modern and 5th Avenue! Become an expert in one of the fastest growing trends and “Sweep” your way from natural highlights to vibrant sun-kissed pops of color.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken’s latest Blonding portfolio
- Learn Balayage essentials and Principles
- Gain consultation tips to help compliment your clients head/face shape
- Lighten all levels of hair to enhance the finished style

Class Name:

CUSTOM COVERAGE TECHNIQUES

Class Description: Cover up the Gray once-and-for-all. Learn how to

create youthful, natural results using Redken’s portfolio of haircolor geared for the most resistant gray hair! Cover it up, add fullness and density and dimension to all services that the client will love.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the Best Practices for covering gray.
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Positioning Redken’s Haircolor Portfolio to create the most amazing results

Class Name:
EXPRESS HIGHLIGHTING

Class Description: Focus on what they can see! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost of blonde, or get the younger clients introduced to low commitment color

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Quick and Easy Creative Lightening Techniques in 20 minutes or less
- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas. Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning the entire Redken Lightening Portfolio

Class Name:
SHADES EQ GLOSS TONING PERFECTED

Class Description: Tired of using the same few formulas? This class will expand your creativity with insider tips, customized formulas and application techniques. Learn how to use Shades EQ Gloss to tone, correct, and refresh with confidence on clients of all levels.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Expand your understanding of each tone to select the right shade each time
- Understand Undertones and how to formulate to Neutralize or Naturalize
- Business building tips to share how Shades EQ will increase revenues and customer satisfaction

Class Name:
PRINCIPLES OF BLONDING

Class Description: Decolorizing hair with control and confidence is The ultimate haircolor mastery. Understanding the 7 stages of blonding, proper lightening techniques, treatments, filing, and corrective toning will increase confidence everyday behind the chair. Becoming a master of Blonding takes complete understanding of the Principles of Decolorizing. When working with blondes, we find ourselves in situations when the hair is too light, too dark, too orange, too yellow... what do you do? The proper product, technique and understanding of the principles will allow a quicker, more controlled lightening process for the guest and the stylist

Top 3 Class Takeaways

- Rediscover the Law of Haircolor, the Haircolor Wheel and the Level Systems
- Learn 7 stages of bleaching, undertones, toning and filing
- Hydrogen Peroxide and Alkaline Agents, Permanent Haircolor, Demi-Permanent haircolor, Semi-Permanent Haircolor, Temporary Haircolor, and Lighteners
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

BLUR, SMUDGE, MELT AND TONE

Class Description: Discover Redken's **Liquids to Love**. Learn the secrets to creating multi-tonal dimension by blurring two colors together, thus seamlessly creating a third tone. This class utilizes Redken's unique Blur Brush to show you how to create unique blending effects.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn various techniques, Patterns, Formulation Guidelines, Mixing - Processing, and Application
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Learn the secrets of Redkens haircolor Influencers and grow your social media

Class Name:

PRINCIPLES OF FOIL PLACEMENT

Class Description: Enhance your highlighting skills. There are many things to consider when performing a foil service. The placement of the foils, parting of the head-form, type of stitch and distance between each stitch, as well as the formula which contribute to the overall result. Learn to be the expert and know why!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's portfolio of HighLift Haircolor and lighteners
- Learn Principles of Foil Placement and the 3 lines – horizontal, vertical and diagonal. Have confidence choosing the right product, placement and pattern for amazing results
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

PRINCIPLES OF HAIRCOLOR

Class Description: What is haircolor? When, how, and why do we color hair? This class is designed to help provide an understanding of Redken's Haircolor Portfolio, the foundation of haircolor Principles and Formulation. Understand how positioning our brand will build your skill set and your color expertise and learn express techniques that keep your clients on trend while keeping everyone's busy schedule in mind.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Rediscover the Law of Haircolor, the Haircolor Wheel and the Level Systems
- Learn hair composition, natural, gray and white hair
- Hydrogen Peroxide and Alkaline Agents, Permanent Haircolor, Demi-Permanent haircolor, Semi-Permanent Haircolor, Temporary Haircolor, and Lighteners
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

PRINCIPLES OF COLOR CORRECTION

Class Description:

Gain full confidence in facing any hair color correction. Grasp the “why” behind all color disasters, the proper way to consult to avoid them, and the correct steps to follow to achieve you and your guest’s desired results. Learn how to use Decolorizing Washes to full decolorizing services to achieve the best results in the shortest amount of time.

Top 3 Class Takeaways

- Principles of Haircolor, Haircolor Correction Processes, Haircolor Correction Services and Haircolor Correction Analysis
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio and their uses in a Haircolor Correction Service

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

PRINCIPLES OF SCIENCE AND BONDERS

Class Description: Discover the fundamentals of hair science and Dive deep into understanding the principles of hair structure, growth cycles, growth patterns, texture, density, diameter and the science behind the ingredients in hair care.

Top 3 Class Takeaways

- Arm yourself with elevated knowledge of industry ingredients
- Understand the foundation and fundamentals of hair science
- Use Redken’s Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

SHADES EQ CREATIVE FORMULAS AND PLACEMENT

Class Description: Shades EQ is so much more than you think.

Open your creativity with these techniques to make your clients stand out and fill your heart at the same time. Move beyond the basics and how to turn your toning service into a masterpiece.

Top 3 Class Takeaways

- Learn different ways to add dimension to your blondes.
- See how formula and technique can be adapted to make your clients whisper, talk or shout!
- Learn the latest trends from Social Media using SEQ to become an influencer your self.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:
FORMULATION DAY

Class Description: Ever wished you had a coach on site in your salon to help? Invite a Redken expert to spend the day in your salon and learn the in's and out's of Redken haircolor. Understand when and why to use each type of permanent color and match to a demi-permanent for the perfect pair.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Gain confidence in formulation with insider tips
- Receive one-on-one coaching from a Redken Expert
- Learn to select the right product for the right solution

Class Name:
COLOR EMERGENCY

Class Description: Every day we face haircolor disasters. Some are more tricky than others. Whether banding, hot roots or muddy ends, learn the best methods to tackle these everyday challenges. Overcome your fears of that client that sits in your chair and you don't know what to do.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn what to do and what not to do when faced with a haircolor disaster
- Learn to breakdown challenges into simpler, less complex problems
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio

Class Name:
**BLONDING TECHNIQUES:
SEASONAL TRENDS**

Class Description: Warm blondes are making a comeback! When good things come easy don't try and fight them! Learn how to work with the undertones found in hair and how to formulate for the most delicious Butter-creamy Blonde looks.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's latest fashion shades and trends
- Gain consultation tips to help compliment your clients head/face shape
- Lighten all levels of hair to enhance the finished style

Class Name:

HAIRCOLOR TECHNIQUES: SEASONAL TRENDS

Class Description: Think creative color formulas are just for Semi permanent hair color? Learn how to create beautiful fashion tones with the permanent and demi permanent color that you already have at your back bar. Learn various Color Fusion, Color Gels, and Shades EQ Formulas, Mixing -Processing, and Application to create a variety of tones

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's latest fashion shades and trends
- Gain consultation tips to help compliment your clients head/face shape
- Create looks to enhance the finished style

Class Name:

CLIPPER CUTTING PERFECTED

Class Description:

Take your barbering skills to the next level and understand the new trends in barbering. Fades to tapers to mullets. Learn how to incorporate clipper work in all you do.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the latest in barbering trends using a clippers
- Identify the proper tool to create the desired look
- Increase revenue by providing men's business in your salon

Class Name:

PRINCIPLES OF CLIPPER CUTTING

Class Description: Learn new ways of achieving your clipper cut Looks and dive into the trends of utilizing clippers to customize your Men's style portfolio. Learn how and when to use the clipper – without a guard and Master the art of “man-speak”. Explore the ways of marketing your salon to promote your male clientele

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Advance your understanding and use of clippers
- Identify the proper tool to create the desired look
- Increase revenue by providing men's business in your salon

Class Name:

PRINCIPLE BASED DESIGN

Class Description: Learn to create looks for your salon environment and take your skills to the next level. Learn the foundation of the Principles of Design and how to create and recreate any look based on Redken Principles.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn how to analyze a photo to recreate the look for your client
- Learn to customize the latest trends to each clients face shape
- Build your Social Media using Redken's business building tips

Class Name:

DESIGN SUITABILITY

Class Description: Explore your creative ability to innovate with new shapes and designs and learn to implement them in your everyday salon life. Keep your creativity flowing with this inspiring approach to modern day haircuts.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn to choose and apply the appropriate tools
- Identify suitable designs to compliment the client's profile
- Understand how to use texture to make a difference

Class Name:

DESIGN TECHNIQUES: SEASONAL TRENDS

Class Description: Learn to create the latest looks for your salon environment and take your skills to the next level. Learn how the foundation of the Principles of Design help you create and recreate any look based on Redken Principles

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the latest Trends using Redken Principles
- Learn to customize the latest trends to each client's face shape
- Build your Social Media using Redken's business building tips

Class Name:

BLOW DRY BOOT CAMP

Class Description: Want to create the perfect blow-dry? Redken has created a secret weapon for you. We have a menu of looks you will have to offer your clients. Go back to your salon with the know-how #REDKENREADY customized styling techniques. Create your very own signature looks to keep your client on trend

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Create the perfect blow dry
- Increase revenue and client loyalty
- Menu of looks to take back to your clients

Class Name:

PRINCIPLES OF FINISHING

Class Description: In this class, you will learn how to apply the Principles of Finishing using various blow dryer, brush and hot tool techniques. Discover the fundamental techniques that are the foundation to every shape, whether finishing hair up or down.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's Principles of Finishing
- Apply techniques to grow your skills and business
- Meet the client demands with strong foundational skills

Class Name:

REDKEN SIGNATURE BLOW DRY

Class Description: TYLE CONFIDENTLY WITH REDKEN STYLING

If there was one blow dry that adapts itself to many client needs, the Redken Signature Blow Dry is that service! Volume, smooth and sexy. The Redken Signature Blow Dry.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn how to use Redken Principles to master the craft of Finishing
- Learn how to make the correct product selection based on hair type and texture
- Gain confidence with new Styling skills

Class Name:

TEXTURED HAIR STYLING

Class Description: In this Finishing Series, learn the fundamentals of styling textured hair. 65% of all clients have some form of natural texture. Build your confidence in working with different hair types with simple techniques that will also save you time.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Gain confidence to work on any hair type
- Increase revenue and client loyalty
- Learn the right product for the right texture of hair

Class Name:

FINISHING TECHNIQUES: SEASONAL TRENDS

Class Description: Learn to create the latest looks for your salon environment and take your skills to the next level. Learn how the foundation of the Principles of Finishing help you create and recreate any look based on Redken Principles.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the latest Trends using Redken Principles
- Learn to customize the latest trends to each clients face shape
- Build your Social Media using Redken's business building tips

Class Name:

TRAIN THE TRAINER HAIRCOLOR

Class Description: What makes the difference between a good Mentor or ineffective one? There are Principles to becoming an effective leader. Learn how to pass along the information that's taken you years to obtain in an effective method.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Haircolor Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:
**TRAIN THE TRAINER
DESIGN**

Class Description: What makes the difference between a good mentor or ineffective one? There are Principles to becoming an effective leader. information that's taken you years to obtain in an effective method

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Design Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:
**TRAIN THE TRAINER
BARBERING**

Class Description: What makes the difference between a good Mentor or ineffective one? There are Principles to becoming an effective leader. Learn how to pass along the information that's taken you years to obtain in an effective method

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Barbering Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:
**TRAIN THE TRAINER
FINISHING**

Class Description: What makes the difference between a good Mentor or ineffective one? There are Principles to becoming an effective leader. Learn how to pass along the information that's taken you years to obtain in an effective method

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Finishing Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:

TRAIN THE TRAINER FACILITATION

Class Description: Start your journey here as a Salon Trainer with Principles and techniques to share your knowledge with another person their engagement and get results from the effort.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:

REDKEN “WHY BE A PART OF IT?”

Class Description: Welcome to the wonderful world of Redken. Learn about all of our products, business tools and resources to grow your salon and personal business

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Redken
- Discover the value of being part of the Redken tribe
- Develop a partnership with Redken to grow your business using our products, innovation, and business building tools.

Class Name:

RETAIL: USE, TEACH, SELL

Class Description: Learn an easy and fun approach to build powerful retail sales by teaching clients about the products you love. Offering professional home maintenance products can increase your income and loyalty in the salon. Clients that are prescribed the proper at home products are 85% more likely to return to the salon. Make sure your work of hair art looks fabulous on the days in-between their visits.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn Scripts to use to help you learn “what to say”
- Preparation, Treatments, Memory (Styling Products), Hard Tools and Finishing
- Understand the Business of Professional Product Offering and how you can secure your client loyalty

Class Name:

RETENTION: *THE PERFECT CLIENTELE*

Class Description: You do not have to choose one if you have Many favorites. You know the ideal client who values your time, your product and hair color suggestions and the one who understands that you deserve that price increase. Learn the communication skills and build the confidence to know your value and reflect that in your business. Grasp the foundation of your perfect business model and succeed in executing it.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Sales Tips for Class: Planning vs Tracking your Client Business
- Understanding who is sitting in your chair and why it matters!
- Adjust your prices the right way for the right reasons

Class Name:

RE-BOOKING: *POWERBOOKING*

Class Description: Increase your income by 30% or more a year without increasing your work hours and squeezing in clients. Have perfect time management and keep your clients happy, while securing your income. Reward clients and improve your retention rate by reserving your client's future appointments. Learn the many ways to entice your clientele to pre-book their appointment.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Design new concept services for your client, while using Redken's digital tools
- Know your future before it gets here! Never be caught off guard wondering "how much money you will make this week" You decide.
- Understanding the Digital and Social Media to help boost your pre-booking strategies

Class Name:

REFERRAL: *PROMOTING REFERRAL BUSINESS*

Class Description: Grow your ideal clientele, fast! Learn how to use your expertise in hair color, cutting and finishing disciplines to increase your booking. There is no better referral than your favorite existing clients. Learn fun ways to motivate your clients to refer you and help them save money by promoting your business.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Be Strategic. Who are you referring?
- How do you create or recruit the High Ticket Clients?
- Understanding the Client and How They Affect our Business

Class Name:
STEP UP!

Class Description: Step Up! Fast track to wealth is a 2-Day financial Boot Camp that awakens and empower stylist to explode their income, transform their personal finances and skyrocket their business behind the chair with much greater focus and intentionality.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Money Smart
- Increase your average ticket
- Create your perfect day

Class Name:
SALON EMOTION
SUITE EMOTION

Class Description: The salon environment is changing and so are your clients' expectations. The time is now to transform your clients' experience in the salon. Discover the 7 Steps of the client journey and develop your action plan to enhance every step along the way for success with our Salon Emotion Program.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the 7 Steps of the Salon Emotion Program
1. Window 2. Reception 3. Consultation / Diagnosis 4. Back-bar 5. Color / Cut / Style 6. Retail 7. Checkout
- Learn how to change the Guest Experience to a positive event. Experience what the Client "experiences" when they walk through your door.
- Engage the Stylists with Empathy and genuine concern for the Guest Experience

Class Name:
SOCIAL MEDIA OBSESSED

Class Description: Learn how to take the best pictures and create videos for your online profile to gain followers, inspire others and grow your business

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the Do's and Don'ts of creating images (still or video)
- Discover how to take the best photos and create your own video content
- Increase followers creating the right content

STORE CLASSES

Class Name:

BALAYAGE featuring SHADES EQ SILVERS

Class Description: Celebrating all shades of Gray! Discover the endless possibilities from gray to silver with our ultimate collection. Come see all of the trends to transform whether a natural progression to embrace the gray or undergo a silver blonde transformation

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn various Techniques, Patterns, Formulation Guidelines, Mixing -Processing, and Application for creating the best silver tones on balayaged hair!
- Consultation and Business building tips to share how new Haircolor techniques will increase and customer satisfaction
- Positioning the entire Redken Haircare Portfolio

Class Name:

LIQUIDS TO LOVE: BLUR, SMUDGE, MELT AND TONE

Class Description: Discover Redken's Liquids to Love. Learn the secrets to creating multi-tonal dimension by blurring two colors together, thus seamlessly creating a third tone. This class utilizes Redken's unique Blur Brush to show you how to create unique blending effects

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn various techniques, Patterns, Formulation Guidelines, Mixing - Processing, and Application
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Learn the secrets of Redkens haircolor Influencers and grow your social media

Class Name:

BLONDE EDITION: SHADES EQ CREATIVE FORMULAS AND PLACEMENT

Class Description: Shades EQ Blonde shades are so much more Than you think. Open your creativity with these techniques to make your clients stand out and fill your heart at the same time. Move beyond the basics and how to turn your blonde toning services into a masterpiece

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Expand your understanding of each tone to select the right shade each time
- Understand Undertones and how to formulate to Neutralize or Naturalize
- Explore creative placement techniques with Shades EQ
- Business building tips to share how Shades EQ will increase revenues and customer satisfaction

Class Name:

COPPER EDITION: SHADES EQ CREATIVE FORMULAS AND PLACEMENT

Class Description: Shades EQ Copper shades are so much more than you think. Open your creativity with these techniques to make your clients stand out and fill your heart at the same time. Move beyond the basics and how to turn your copper toning services into a masterpiece.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn different ways to add dimension to your blondes.
- See how formula and technique can be adapted to make your clients whisper, talk or shout!
- Learn the latest trends from Social Media using SEQ to become an influencer your self.

Class Name:

SEASONAL TRENDS: COLOR, CUT AND FINISHING

Class Description: Learn to create the latest looks for your salon environment and take your skills to the next level. Learn how the foundation of the Principles of Haircolor, Principle Based Design and Finishing help you create and recreate any look based on Redken Principles.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's latest fashion shades and trends
- Gain consultation tips to help compliment your clients head/face shape
- Create looks to enhance the finished style

Class Name:

REDKEN WHY BE PART OF IT: THE MAGIC OF REDKEN SCIENCE & INSPIRATION

Class Description: Welcome to the wonderful world of Redken. Learn about all of our products, business tools and resources to grow your salon and personal business. Come experience the variety of Haircolor, Haircare and Styling portfolios.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Redken
- Discover the value of being part of the Redken Power Network
- Develop a partnership with Redken to grow your business using our products, innovation, and business building tools.